**PROJECT IMPACT**

**LAUNCHPAD ASSESSMENT**

Please do your best to answer all questions. There are no wrong answers, it is just a way for us to comprehend the best way to support you and for you to gain further clarity.

If you’re not established you won’t have answers for every question but that’s perfectly OK, just leave those areas blank. This can be used as an ongoing workbook throughout the course. We don’t expect you to know all this yet, it’s why you’re here.

You will receive greater benefit from your strategy call if you have completed this assessment first.

Your name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business name (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Industry: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Typically your clients are? (type of clients eg busy professionals, women, men)

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Who have the challenge or problem of? State the problem (eg overworked, tired)

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Your business helps them get? (list results) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Who are your main competitors? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Which competitors do you admire or are in a similar space to you. You don’t need to like them but you could resonate with some of their components. Make sure they are somewhat successful because this means you could possibly model some of the things they do into your business.

Include names and websites:

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What are their slogans on Facebook, Instagram and website?

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What is the packaging of their services (eg they offer a 5 day retreat for this much money or a 10 person 8 week virtual course on the following. (We are looking to see what structures are working in the market)

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Are you receiving any money from clients at the moment or are you just starting?

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On a scale of 1-10 with 1 being just a starter to 10 being successful how do you rate your business overall: (circle) 1 2 3 4 5 6 7 8 9 10

**MARKETING**

Name of website if you have one: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Social media platforms you use and number of followers:

Instagram handle? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Facebook handle? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LinkedIn handle? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

YouTube handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your slogan/description on Instagram/YouTube/Facebook?

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Do you have any free optins (PDF’s, guides, e-books etc) – please list them:

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How many people do you have in your email list? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you run email campaigns? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How do you market your business? Eg social media posts, paid advertising, DM strategies

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Do you use video in your marketing or only written posts? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Do you include a Call to Action at the end of your posts? Give details:

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How often are you posting on social media? Do you have a schedule? If so outline below:

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On a scale of 0 – 10 with 10 with 0 being poor and 10 being competent how would you rate your marketing effectiveness? (circle) 1 2 3 4 5 6 7 8 9 10

**BRANDING**

Are you happy with your branding? (circle) yes / no / need help to improve

Take the Brand Archetype quiz: <https://katea124f7.clickfunnels.com/optin1627185200374>

What was your result?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Do you feel this aligns with your current brand? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have a logo that accurately represents who you are? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your colour palette? (Eg. The colours you choose to represent the essence of your business. These will appear on your website and in social media posts)

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What clothing style do you use in images? (eg executive look with business suit, casual with jeans and a T- shirt, exclusive and high-class, everyday person)

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What type of language do you use in your posts? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What fonts do you use? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your brand voice (eg. soft and nurturing, direct and honest)

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Is your social media consistent across all platforms? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

When was your last photo shoot – do you have professional photos? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Do the images you use represent who you are or do you think this could be improved upon?

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What personal values and mission objectives do you bring to your brand?

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On a scale of 0 – 10 with 1 being poor and 10 being competent how would you rate your branding? (circle) 1 2 3 4 5 6 7 8 9 10

**LEAD GENERATION**

What are your main strategies to generate leads? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Have you run webinars or Masterclasses? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How often? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How successful are your current strategies? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Are you a speaker? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If so is this mainly on stages at other people’s events or in online summits/podcasts etc? Give details:

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How often are you speaking at other people’s events (virtual or in person)?

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Do you have a speaker kit? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have an up to date accurate bio? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On a scale of 0 – 10 with 1 being poor and 10 being competent how would you rate your lead generation? (circle) 1 2 3 4 5 6 7 8 9 10

**SALES**

How many sales calls are you making per week? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many of those calls do you close? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you happy with your results? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What challenges do you have with sales that you’d like to work on? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Do you have an effective script to follow? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you know how to handle objections? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have an application process to pre-qualify clients before you work with them?

Give details:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What is your burn rate? (how much it costs for your business to run every month)

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On a scale of 0 – 10 with 1 being poor and 10 being competent how would you rate your sales process? (circle) 1 2 3 4 5 6 7 8 9 10

**DELIVERY**

Do you have a support team? Give details:

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What types of programs and events do you run? (include both online and offline)

Eg. Group – give details (length of programs, cost); 1 on 1 – give details (length, cost);

Retreats (length, cost), online events (frequency, cost) or other

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Do you have an automated email sequence once someone purchases from you to take them through the procedure of what to do next? Give details:

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Do you offer bonuses or incentives to retain customers? Give details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Do you have a sales funnel? If so write it here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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On a scale of 0 – 10 with 1 being poor and 10 being competent how would you rate your delivery? (circle) 1 2 3 4 5 6 7 8 9 10

What do you feel are your strengths in business?

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What are your weaknesses in business?

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What areas of your business would you like the most support with?

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Any other comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Once complete please email to support@katecgray.com with the subject line in caps INCUBATION ASSESSMENT (YOUR NAME)

Please ensure you watch 2 incubation calls so you understand how to navigate this program (replays are available on the Thinkific platform if you can’t catch them live).